# SQL | DATA MART CASE STUDY

**DEEPAK CHAWDE** 



Data Dart is my latest venture and I want your help to analyze the sales and performance of my venture. In June 2020 - large scale supply changes were made at Data Mart. All Data Mart products now use sustainable packaging methods in every single step from the farm all the way to the customer.

I need your help to quantify the impact of this change on the sales performance for Data Mart and its separate business areas.

# -- 1. Which week numbers are missing from the dataset?

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select distinct week_number

from clean_weekly_sales

order by week_number
```

Re	esult Grid	43	
	week_number		
١	12		
	13		
	14		
	15		
	16		
	17		
	18		
	19		
	20		
	21		
	22		
	23		
	24		
	25		

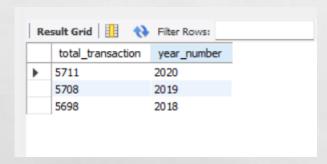
### -- 2. How many total transactions were there for each year in the dataset?

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select count(transactions) as total_transaction, year_number

from clean_weekly_sales

group by year_number
```



### -- 3. What are the total sales for each region for each month?

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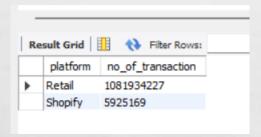
select region , month_number , sum(sales) as total_sales

from clean_weekly_sales
group by region, month_number
```

region	month_number	total_sales
ASIA	8	1663320609
USA	8	712002790
EUROPE	8	122102995
AFRICA	8	1809596890
CANADA	8	447073019
OCEANIA	8	2432313652
SOUTH AMERICA	8	221166052
AFRICA	7	1960219710
CANADA	7	477134947
USA	7	760331754
EUROPE	7	136757466
OCEANIA	7	2563459400
SOUTH AMERICA	7	235582776
ASIA	7	1768844756

### -- 4. What is the total count of transactions for each platform?

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select platform, sum(transactions) as no_of_transaction
from clean_weekly_sales
group by platform
```



## -- 6. What is the percentage of sales by demographic for each year in the dataset?

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select demographic, year_number , round( 100 * sum(sales)/ sum(sum(sales)) over (partition by demographic),2) as percentage_of_sales

from clean_weekly_sales

group by demographic, year_number
```

demographic	year_number	percentage_of_sales	
Couples	2020	36.15	
Couples	2019	33.47	
Couples	2018	30.38	
Families	2020	34.95	
Families	2019	33.81	
Families	2018	31.25	
Unknown	2020	33.27	
Unknown	2019	33.86	
Unknown	2018	32.86	

### -- 7. Which age\_band and demographic values contribute the most to Retail sales?

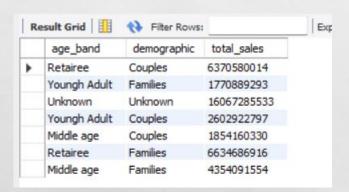
```
-- 7. Which age_band and demographic values contribute the most to Retail sales?

select age_band, demographic, sum(sales) as total_sales

from clean_weekly_sales

where platform = "Retail"

group by age_band, demographic
```



# THANK YOU

